



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee
FR: Deputy Executive Director, Operations
RE: Regional Measure 2 Marketing Program Funding Agreement: Solano Transportation Authority

DATE: November 7, 2007
W.I.: 1255

On June 27, 2007, the Commission approved the allocation of \$1.25 million of Regional Measure 2 (RM2) funds to be used for the launch and marketing of eligible RM2 operating projects for fiscal year 2007-08. Eligible project sponsors submit marketing plans and corresponding budgets for the marketing of their eligible RM2 operating projects to MTC for consideration; MTC makes award recommendations based on a project's ability to begin service by Summer 2008 and a project sponsor's past and current use of RM2 operating funds for marketing.

The Solano Transportation Authority (STA), on behalf of Vallejo Transit and Fairfield/Suisun Transit, applied for a total of \$260,000 in RM2 marketing funds to market five RM2 operating projects in fiscal year 2007-08 (Vallejo Transit Route 80, Vallejo Transit Route 85, Fairfield/Suisun Transit Route 40, Fairfield/Suisun Transit Route 90 and Vallejo Baylink Ferry & Route 200.) They proposed use of a variety of marketing tactics targeting commuters, seniors, leisure travelers and current riders including use of outdoor, radio and newspaper advertising, public outreach at local events, a new Web site, and a "free ride" promotion. These tactics intend to assist STA in meeting established performance measures outlined in the RM2 legislation.

In order to receive the marketing funds, STA will enter into a funding agreement with MTC for the approved amount. All funds must be spent by June 30, 2008.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into the previously described agreement, funding for which comes from the RM2 operating program.

Ann Flemer

SH:CV

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement

Work Item No.:	1255
Agency:	Solano Transportation Authority (STA)
Project Title:	RM2 Marketing Program:
Purpose of Project:	Reimbursement for marketing activities for RM2 funded projects in Solano County.
Brief Scope of Work:	Development and execution of marketing and launch efforts for Vallejo Transit Route 80, Vallejo Transit Route 85, Fairfield/Suisun Transit Route 40, Fairfield/Suisun Transit Route 90 and Vallejo Baylink Ferry & Route 200.
Project Cost Not to Exceed:	\$260,000
Funding Source:	Regional Measure 2 (RM2)
Fiscal Impact:	Funding in FY 2007/2008 Agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement with STA as described herein, and the Chief Financial Officer is directed to set aside funds for such agreement.
Administration Committee:	
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	Bob Blanchard, Chair
Approved:	Date: November 14, 2007